

**METHOD AND SYSTEM FOR PROVIDING  
TARGETED ADVERTISING IN PUBLIC PLACES AND CARRIERS****ABSTRACT OF THE DISCLOSURE**

A method and system for providing targeted advertising in public places and  
5 carriers such as trains, buses, train stations, shopping malls, airports, etc. The  
demographics, purchasing history and/or personal preferences of individuals in the  
public place are collected from personal digital assistants (PDAs) or other wireless  
communication devices carried by the individuals in the public place or public  
carrier. The collected data pertaining to a group of individuals who are present near  
10 the display device, is processed and used to select appropriate advertisements that  
would most likely interest that group of individuals. The selected advertisements are  
displayed on the display device located in the public place or public carrier so as to  
provide targeted advertising to the group of individuals.